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Verizon Wireless To Enhance Customer Service Operations With New Center In Lincoln, Nebraska

***Company Will House 800 Employees in New Facility Opening Late 2007***

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**LINCOLN, NE** — Verizon Wireless, the wireless leader in customer loyalty and operator of the nation's most reliable wireless network, announced today it will open its newest customer service center—a \$33 million facility in Lincoln, Nebraska—in late 2007.

The company plans to break ground for new construction of the 112,800 square-foot state-of-the-art facility in the University of Nebraska Technology Park at 4600 Innovation Drive in Lincoln later this month. Hiring for the approximately 800 customer service jobs will begin early in 2007.

"This is outstanding news for Lincoln and the state of Nebraska," said Gov. Dave Heineman. "Today's announcement is proof that a strong business climate—good schools, a solid community and a highly skilled workforce—make a difference for growing businesses like Verizon Wireless when they're looking to expand."

Nancy B. Clark, president—Great Plains Region, Verizon Wireless, said, "This new facility is an important component of our commitment to provide the best customer service in the industry. Lincoln and the state of Nebraska have succeeded in creating an inviting business climate. We know that Lincoln is a great place to live and work and we look forward to continuing to grow our business with the people of Nebraska."

The Lincoln call center is the company's first in the five-state Great Plains Region (which includes Minnesota, North Dakota, South Dakota, Nebraska and Iowa). In addition to its investment for the new call center, Verizon Wireless continues to invest in its network and retail operations in Nebraska. A long-time provider of wireless service in the Omaha area, the company expanded its network and retail operations to Lincoln in January 2006. It also launched its high-speed data network in the Omaha area on October 2. Through third quarter of 2006, the company has invested \$28.9 million in network improvements in the state. In Lincoln, Verizon Wireless is increasing the number of cell sites serving the community by 70 percent by year-end.

"We have a strong commitment to, and a great relationship with, the state of Nebraska, and we will continue to invest in all of our operations so that our customers have the best customer experience," said Clark.

**A Growing, Thriving Business**

Verizon Wireless is the wireless leader in customer loyalty and satisfaction, posting the lowest customer turnover rate of any national carrier and rated at the top of more third-party surveys of customer satisfaction than any of its competitors. The company continues to expand its customer service capabilities to serve its growing customer base's demand for new services, including new data services. Verizon Wireless recently announced plans for a new customer service center in Huntsville, Alabama, to begin taking customer calls in late 2007. In the past two years, the company has opened new customer service centers in Albuquerque, New Mexico; Hanover, Maryland; Charleston, South Carolina; Wilmington, North Carolina; and Chandler, Arizona, and expanded its centers in Columbia, South Carolina; Atlanta, Georgia; Southfield, Michigan; and Dublin, Ohio.

#### **A Great Place to Work**

Verizon Wireless consistently ranks as one of the best places to work in the United States. In the past year alone, the company has been recognized by independent experts and organizations including:

- *Working Mother* magazine, 100 Best Companies for Working Mothers
- The Wellness Councils of America, Gold Well Workplace
- IDG's *Computerworld*, Best Place for IT
- DiversityBusiness.com, Tops for Diversity
- *Training* magazine, Training Top 100

Verizon Wireless offers a competitive compensation and benefits package. Benefits include health care coverage that begins on the first day of employment, participation in the company's 401(k) program (dollar-for-dollar company match up to 6% of the employee's contribution), profit sharing, tuition reimbursement for continuing education, and short-term and long-term incentive plans. Employees can also take advantage of numerous opportunities for career advancement.

For more information about Verizon Wireless, visit [www.verizonwireless.com](http://www.verizonwireless.com).

#### **About Verizon Wireless**

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving 57 million customers. The largest US wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with 60,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE:VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at [www.verizonwireless.com](http://www.verizonwireless.com). To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at [www.verizonwireless.com/multimedia](http://www.verizonwireless.com/multimedia).

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